

TALKING PAPER

ON

GOLD PLATE

PURPOSE

- To provide ideas, trends, lessons learned and information that will help and inspire food service attendees and increase participation for the AFMC Gold Plate Award

DISCUSSION

- Congratulations on your being selected to compete for the AFMC Gold Plate Award
- The AFMC Gold Plate Award was established to promote the highest standards of food service excellence throughout the command. Inspiring excellence in customer service, meal quality, high morale, motivation, mission support and a professional image through pride and competition are the key drivers of the program
 - It plays a vital roll in the Air Force quality of life and is indicative of the high degree of professionalism and motivation of our food service personnel
 - Gold Plate winners compete for the coveted Air Force Hennessy Trophy, beginning in Feb and ending in early March against the best competitors from other commands
- Like the Hennessy Trophy competition, it is based on the entire scope of the installations food service program. There are two categories of competition, multiple and single facility category
- You must exhibit excellence in management effectiveness, force readiness support, food quality, employee and customer relations, resource conservation, training and safety awareness
- To be competitive, having a new facility helps, but is not a must have. Facilities score 25 points on the AF Form 1038, Questions and Guidelines, that are used to accumulate points, totaling 1,000. A well maintained, clean facility with complementing decor will most likely earn maximum points
- To compete, you must start with a motivated, dedicated staff of personnel that seek high standards of professionalism and pride in what they do

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- Market your meals/entrees, if it is a Chef SSGT Fowlers special , advertise it to the customer e.g. prepared by SSgt Fowler
- Invite customers or menu planning board members to taste test food for the day. Set up a “taste test station” or have the shift leader or other staff bring samples to the customers. Good advertisement is good business
- Set up a mentorship programs with managers and supervisors, mentoring of troops will help them grow and build character for our future senior managers
- Budget a trip to Chicago in May to the NRA show. New equipment can be purchased through AFNAFPO at 5% to 15% savings. Training seminars are available too. If you win the Hennessy Trophy or Gold Plate you will definitely be there, if not you need to send a representative to accept the Hennessy Plaque for runner-up
- There are more ways to improve operations and customer satisfaction than mentioned
 - It all boils down to this, to be a winner you must have the right facility, the right equipment, the right personnel, the support from senior leadership
- The AFMC Gold Plate team is your dry run to the Hennessy evaluation. Prepare, and treat that evaluation like the real thing
 - Establish a committee that meets on a regular basis consisting of the Support Group Commander/representative, support agencies and GO FOR IT!!

RECOMMENDATION

- Use this information to improve operations and customer service. This is a springboard to Gold Plate competition ideas and preparation for the Hennessy Trophy